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## Hong Kong

**Post:** Hong Kong

### **ATO helped US Exporters Achieve Great Successes at Trade Shows 2014**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

ATO Hong Kong supported the participation of 151 U.S. companies in food & beverage trade shows in 2014 who achieved projected sales totaling more than US\$14.9 million. To boost U.S. exporters' efforts to build Hong Kong as a strong commercial export market for U.S. agricultural products, ATO Hong Kong organized 12 marketing activities and took part in 4 exhibitor groups' events. Altogether, the shows reached over 78,000 trade professionals from Hong Kong and around the world.

## SECTION I. MARKET OVERVIEW

**Table 1: Hong Kong - Key Business Indicators**

Indicators	Figure in 2013	
Population	7.2 million	
Tourist arrivals	54.3 million	(75% from Mainland China)
GDP per capita	US\$37,859	(+3.7% over 2012)
F&B retail sales	US\$10.75 billion	(+5.4% over 2012)
Restaurant receipts	US\$12.4 billion	(+3.5% over 2012)
Gross F&B imports	US\$20.6 billion	(+13% over 2012)
Retained F&B imports*	US\$15 billion	(+15% over 2012)
F&B re-exports	US\$5.6 billion	(+8% over 2012)

(\* Retained imports = Gross imports less Re-exports)

## SECTION II. KEY FOOD & BEVERAGE TRADE SHOWS 2014

To maximize exposure and marketing opportunities for U.S. exhibitors at trade shows, ATO Hong Kong provided U.S. exhibitors with marketing and promotional services, market intelligence, logistical support, and on-site assistance. These activities included market briefings, market tours, networking opportunities, on-site information and referral of visitors. ATO Hong Kong also pursued trade leads and provided advice and more in-depth information to U.S. exhibitors after the shows.

Name of Trade Show	Show Period	No. of U.S. Exhibitors	Projected 12-Month Sales
Vinexpo Asia Pacific	May 27-29	54	US\$1.1 million
HKTDC Food Expo	Aug 14-16	8	US\$200,000
Natural and Organic Products Asia	Aug 27-29	7	US\$130,000
Seafood Expo Asia	Sep 2-4	19	US\$8.5 million
Asia Fruit Logistica	Sep 3-5	15	US\$4.75 million
HK Int'l Wine & Spirits Fair	Nov 6-8	48	US\$220,000
<b>TOTAL</b>		<b>151</b>	<b>US\$14.9 million</b>

### SECTION III. PHOTOS



Vinexpo – Market Briefing



Vinexpo – U.S. Wine Tasting



HKTDC Food Expo – Market Tour



HKTDC Food Expo – Market Briefing



Natural & Organic Products Expo  
– Market Briefing



Natural & Organic Products Expo  
– Market Tour



Seafood Expo Asia – Trade Reception



Seafood Expo Asia – Market Briefing



Asia Fruit Logistica – Market Tour



Asia Fruit Logistica – Trade Reception



HK Int'l Wine & Spirits Fair  
– Market Briefing



HK Int'l Wine & Spirits Fair  
– U.S. Pavilion



#### **SECTION IV. CONTACT AND FURTHER INFORMATION**

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